Creating PDFs
Using Adobe Acrobat 4.0

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SESSION DESCRIPTION:

Tired of colleagues not being able to open your documents? Frustrated by software and platform incompatibilities that destroy your documents' look and feel? You need Adobe Acrobat 4.0 software. It's the most reliable, efficient, and effective way to share information electronically. Acrobat lets you convert any document— including entire Web sites — into an Adobe Portable Document Format (PDF) file, with its original appearance preserved, and then distribute it for viewing and printing on any system. Powerful markup tools make electronic review a snap, so you can collaborate more easily and productively than ever before. Learn how to:

- Create PDFs from Microsoft Office applications

- Enhance PDFs with links – even to the Web!

- Enhance PDFs with sound and QuickTime movies

- Use PDFs as slide shows and presentations

- Add markups in an electronic review cycle

PDF stands for **Portable Document Format**, and that's the basic intention: to make a document completely portable, regardless of its originating application. You've probably used the free Acrobat Reader to view and print software documentation, product literature or Internal Revenue Service tax form instructions.

But there's much more to Acrobat than just cross-platform readable files. With the full version of Acrobat, you have total control over the creation of electronic documents. You can move beyond just text on a page by adding **bookmarks**, which function like a table of contents to guide the reader to pertinent information within the document. **Links** can take the user from one page to another in a document, to a page in another Acrobat document, even to a Web page. With the addition of **movies**, **buttons**, **forms** and **sounds**, you can truly bring a document to life. Use **annotations** to track reviewer's comments in a workgroup, and **digital signatures** and **passwords** to protect your documents from prying eyes.

All Acrobat files begin life somewhere else: Word, PowerPoint, PageMaker, QuarkXPress, Illustrator, FreeHand, Photoshop... Some applications, like FrameMaker, PageMaker, InDesign and QuarkXPress, streamline the creation of PDFs, but even if your favorite software doesn't know anything about Acrobat, you can still make a PDF: If you can print, you can make a PDF.

On the following pages, you'll find some helpful hints for making PDFs, as well as some additional resources for Acrobat information.

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Claudia McCue has over 25 years of experience in prepress production, ranging from old-fashioned paste-up, illustration and conventional film prep to high-end Crosfield and Scitex electronic retouching systems and desktop computers in color trade shops. Her specialties are color correction, retouching and the troubleshooting of difficult files and stubborn software. She is a staff instructor for Sterling Ledet & Associates.
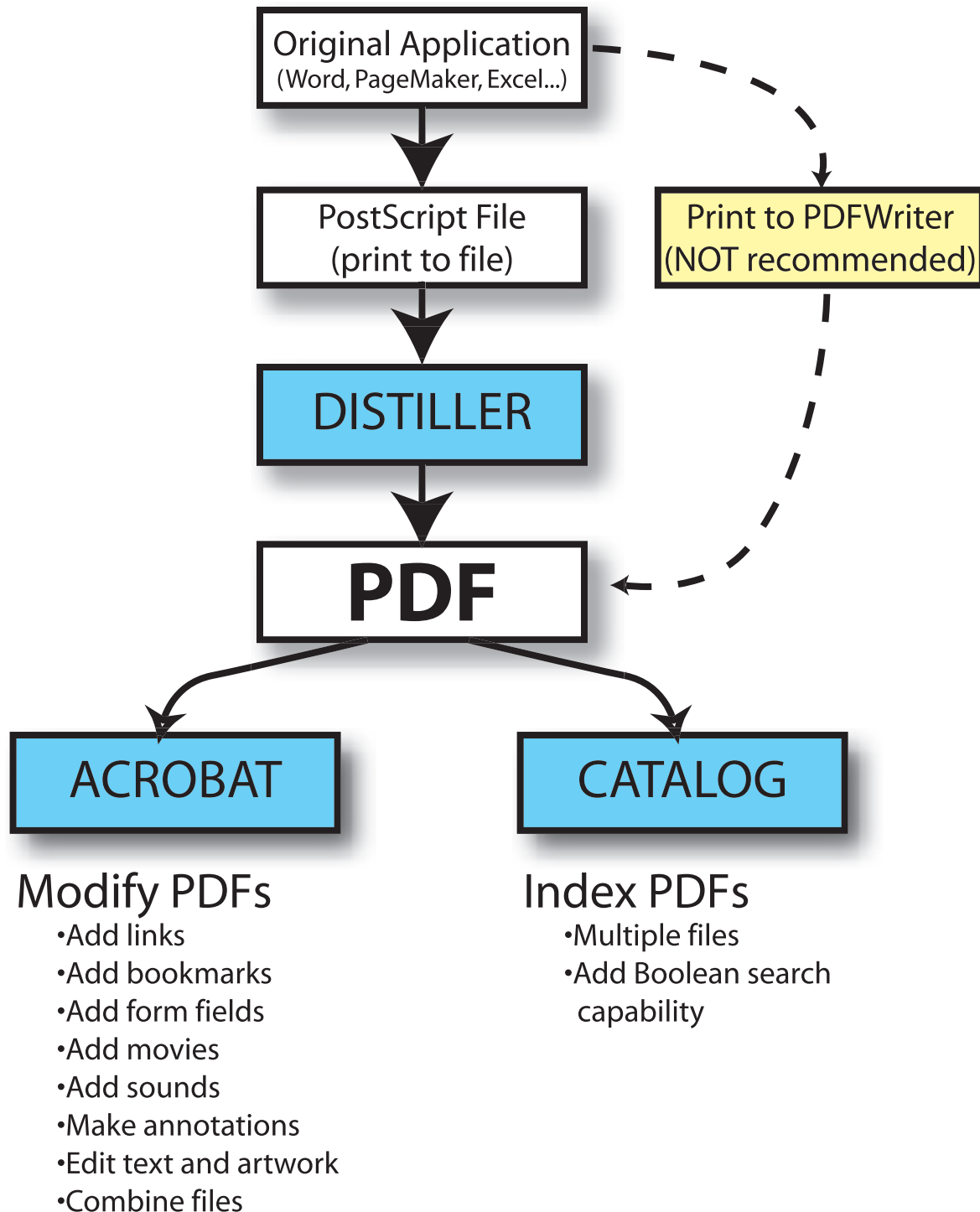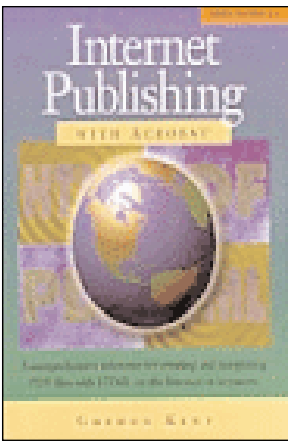
Certifications:
Adobe Certified Expert — Adobe Acrobat 4.0; Photoshop 4.0, 5.0 & 6.0; InDesign 1.0
Quark Authorized Trainer — QuarkXPress 4.1

Life Cycle of the Domesticated PDF

Whatever your originating application may be, if you can print, you can make a PDF. Then you can use Acrobat to enhance it with links, bookmarks, movies, sounds and more. Acrobat Catalog creates indexes of multiple PDFs so you can find the information you need in seconds.

Original Application
(Word, PageMaker, Excel...)

PostScript File
(print to file)

Print to PDFWriter
(NOT recommended)

DISTILLER

PDF

ACROBAT

CATALOG

Modify PDFs
- Add links
- Add bookmarks
- Add form fields
- Add movies
- Add sounds
- Make annotations
- Edit text and artwork
- Combine files

Index PDFs
- Multiple files
- Add Boolean search capability

Internet Publishing with Acrobat
A comprehensive reference for creating and integrating PDF files with HTML on the Internet or intranets.

Gordon Kent, 1996

This is based on Acrobat 3.0, so some details are antiquated (in computer years, anyway). But it's still a very good general resource.
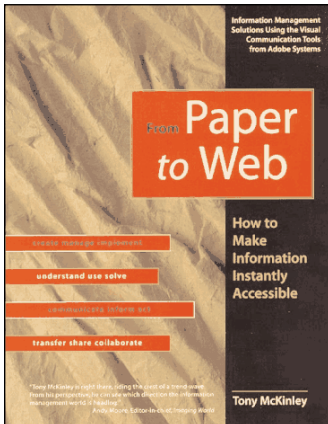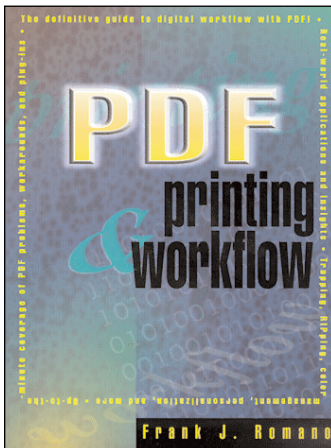
From Paper to Web
How to Make Information Instantly Accessible
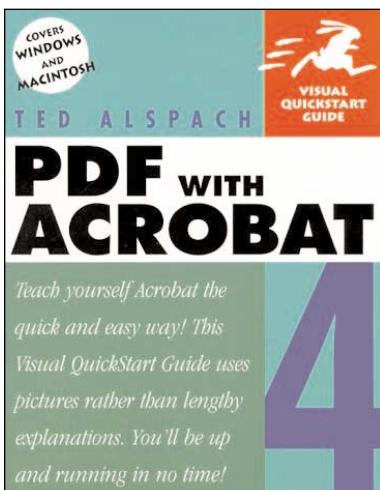
Tony McKinley, 1997

Also based on Acrobat 3, but an excellent resource.

PDF Printing and Workflow

Frank Romano, October 1998

Newer book by one of the industry's most knowledgeable and readable authors.

Pdf With Acrobat 4 (Visual Quickstart Guide)

Ted Alspach, 1999

Very readable guide to Acrobat 4.0.

Online Resources for Acrobat PDF Information

PDFZone
A great PDF resource from the people at Publish magazine.
http://www.pdfzone.com/

PlanetPDF
One of the very best resources for PDF tips and tricks.
http://www.planetpdf.com/

PurePDF
Glyphica's PDF resources and articles
http://www.purepdf.com/

Kas Thomas PDF JavaScript Tutorials
A master of PDF Javascript shares some of his insights.
http://www.pdfzone.com/contributors/kthomas/index.html

Acrobat PDF Bible Tips
Ted Padova, author of the *PDF Bible*, has lots of tips and training info.
http://www.west.net/%7Eted/index.html

Don Lancaster's Acrobat Library
Tons of tutorials on everything from creating catalogs to website integration. A little dated (Acrobat version 3.0) but still very useful.
http://www.tinaja.com/acrob01.html

Designer's Guide to PDF
A service bureau's documentation on how and why to use PDF. Very useful for beginners.
http://www.performancegraphics.com/pdfindex.htm

CodeCuts
Advanced PDF tutorials and tips for the PDF expert. Includes a great section on Acrobat Forms and FDF.
http://www.codecuts.com/

Ask Aandi
Aandi Inston's informative technical columns on PDF.
http://www.planetpdf.com/mainpage.asp?WebPageID=291

PDF White Papers
PlanetPDF's white papers on PDF including prepress, forms, and much more.
http://www.planetpdf.com/mainpage.asp?WebPageID=406

Acrobat Discussion Board
Discussion board on Adobe Acrobat at LearnersExchange.
http://pub5.ezboard.com/flearnersexchangeadobeacrobat.html

Acrobat 4.0 Certification Bulletin
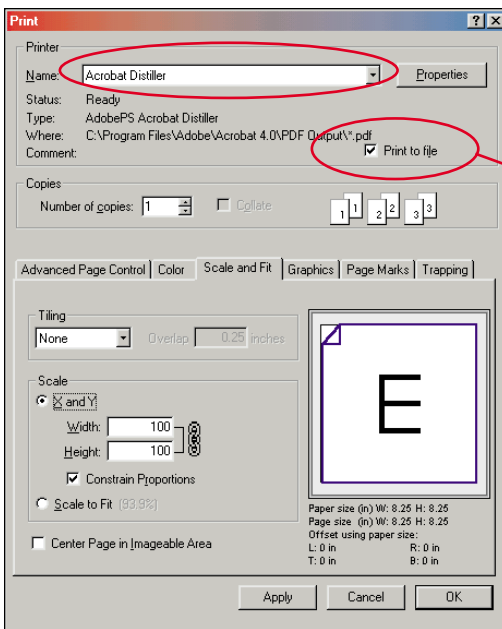Adobe's study guide for the Acrobat 4.0 Certified Expert test.
http://www.acrobattraining.com/Acro4acebull.pdf

Acrobat case studies
A listing of case studies on how many companies are integrating Acrobat and PDF technology.
http://www.acrobattraining.com/casestudies/index.html

Choose Distiller as your "printer," and select the "Print to File" option

1. The initial goal is to create a healthy PostScript file that Distiller can successfully digest, thus producing a PDF. What's a PostScript file? You can "snare" it when you do a print-to-file — it's the description of your page(s) that's created when you print to a PostScript printer. Generally, that's a laser printer. Desktop inkjet printers are not PostScript printers, and some HP laser printers may not be PostScript printers; they may use a language called "PCL," and the resulting files cannot be Distilled.
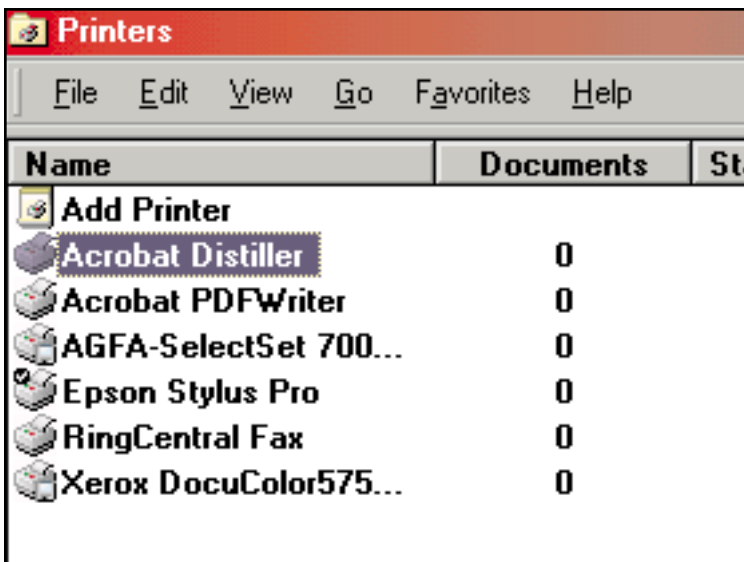
But even if you don't have a true PostScript printer, you can still make a PostScript file. When you installed the Acrobat suite, the Distiller printer driver was also installed. And it's the ideal target for producing PostScript files: it imposes no limits on color or page size, which means that you aren't restricted to 8.5 x 11 "paper" when you want to print an odd-sized document to file.

(The dialogue boxes your application creates may look quite different from those in this document; they're from Adobe InDesign. But the principles are the same.)
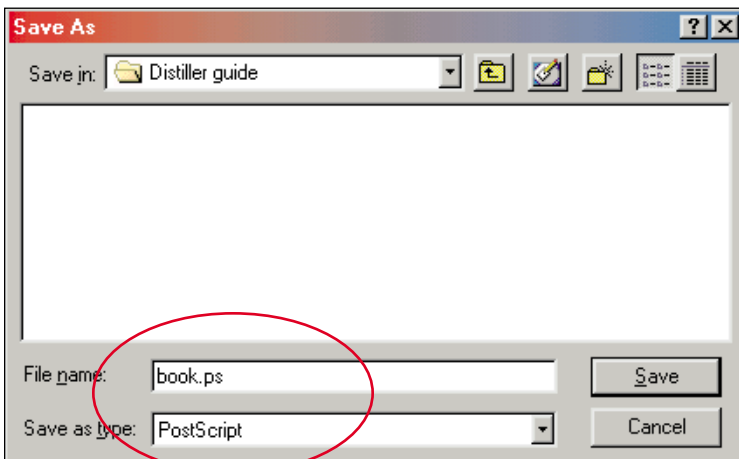
Name your PostScript file something you'll remember, with either a ".PS" or ".prn" extension
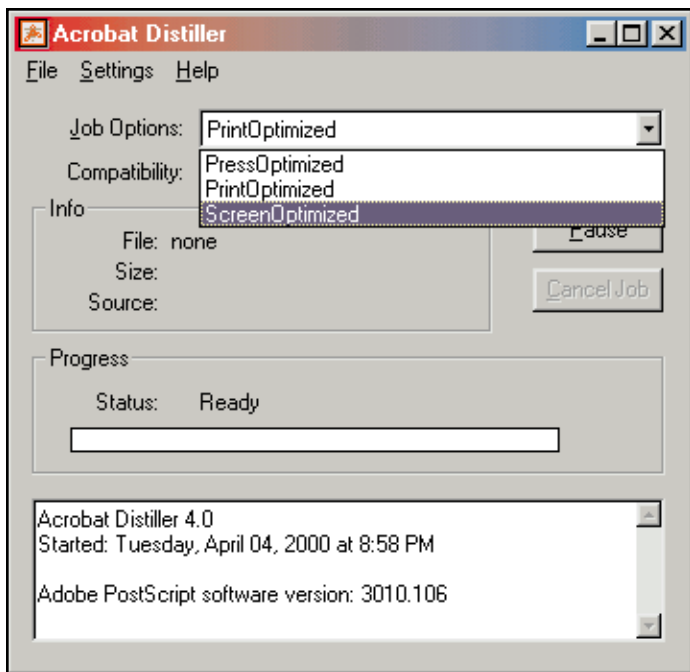
Now you must open up Distiller, so you can "cook" your PostScript file into a PDF.

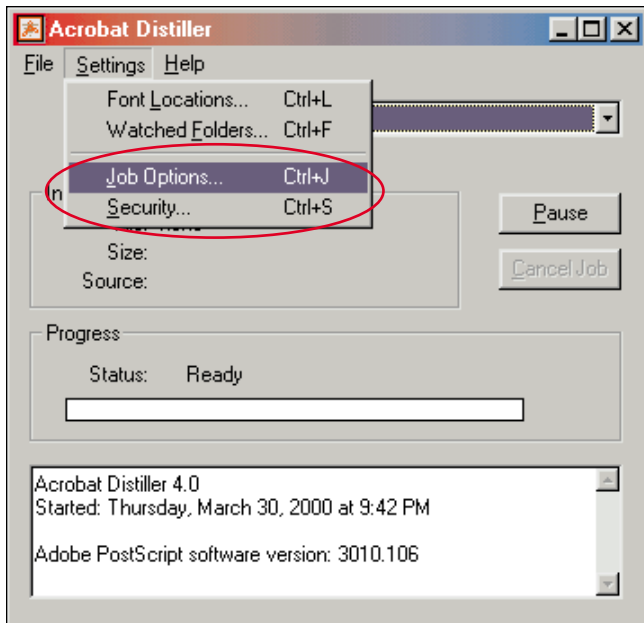Acrobat Distiller ships with 3 presets:
- Screen Optimized: for monitor viewing
- Print Optimized: for printing on desktop printers
- Press Optimized: for high-end printing applications

If you want to further modify one of the presets, choose the basic preset (eg., Screen Optimized), then choose Job Options (Control-J).
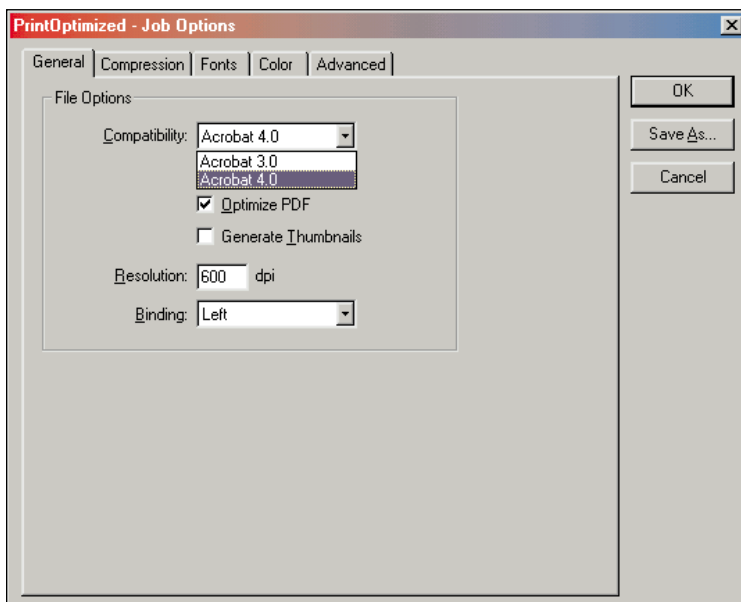
In the General Tab, you can set Compatibility to Acrobat 3 if your users don't have Acrobat 4 (although Reader 4 is freely downloadable, so there's no reason *not* to be current).

The Resolution setting governs only the rendering of vector art, and the Binding setting governs how the PDF will appear with the various display options (Single Page, Continuous, Continuous Facing Pages) in Acrobat.

Always check the Optimize box, for smaller, more efficient PDFs
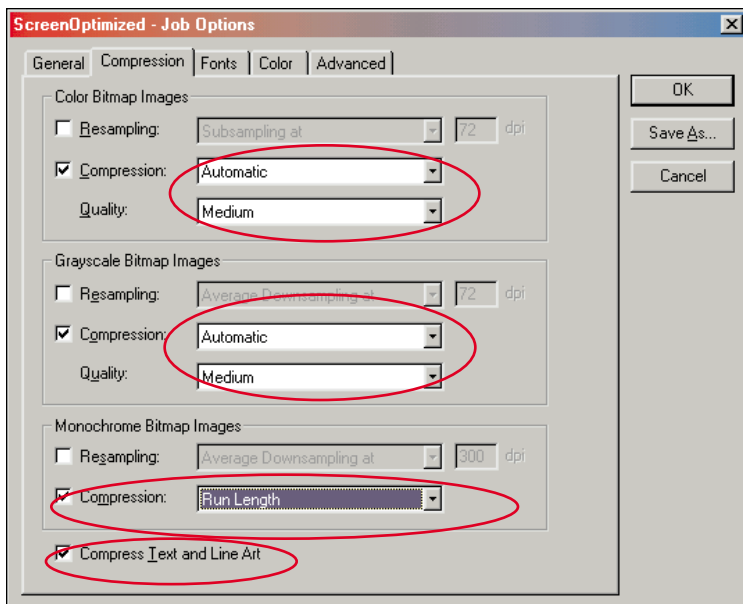
Compression

The settings at left will serve for most files that are intended to be viewed as well as printed. If you find that the file is too big for Web distribution, try setting the Quality to Low or Minimum. Be prepared for blotchy images; it's always a trade-off between quality and size.
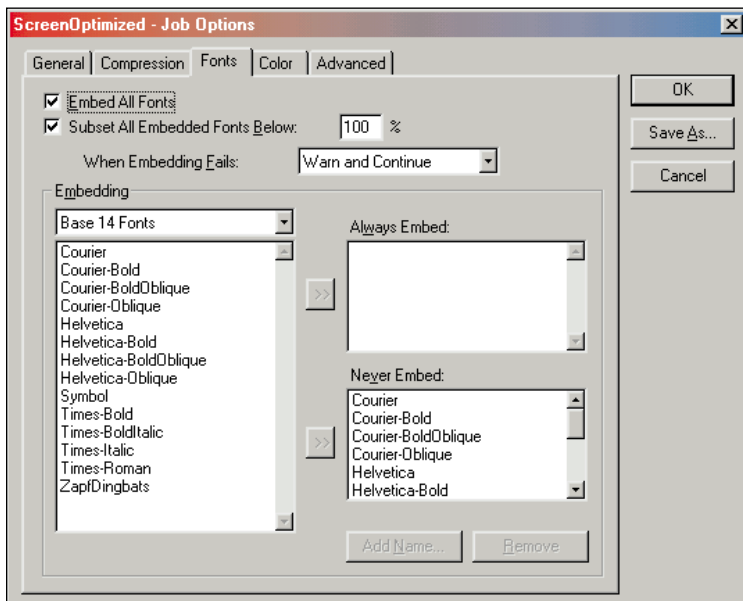
Fonts

To ensure that your file looks the same no matter where it goes, check Embed All Fonts and Subset All Embedded Fonts, with a setting of 100%. Keep in mind that this will limit the file's editability. If you want your file's readers to be able to change type, check Embed but not Subset. This embeds the "desire" for the fonts, but not the font glyphs themselves. When a user begins to edit text, Acrobat will search on their system for fonts of the same name. The success of their editing depends on the fonts available to Acrobat on their system.
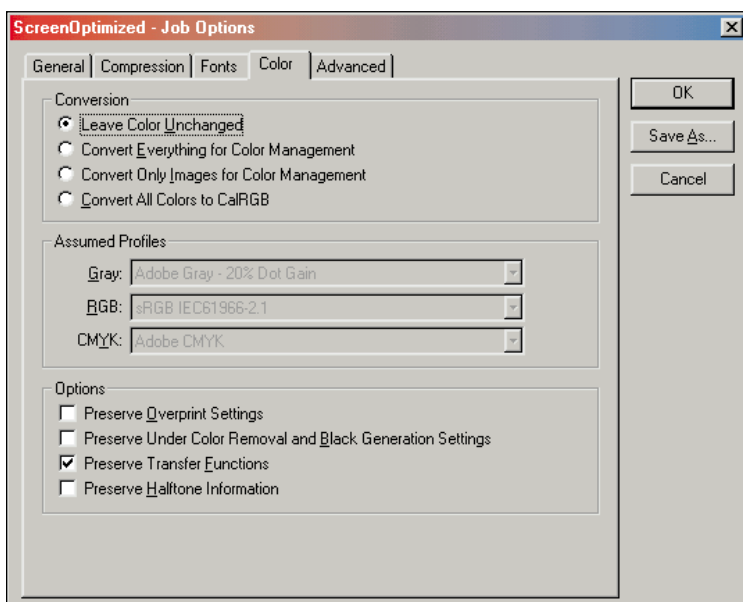
Color

If your document contains RGB images (likely if you're using Word or PowerPoint), check Leave Color Unchanged. If you have placed CMYK images, you can achieve some file size reduction by checking Convert to calRGB.

ScreenOptimized - Job Options

General | Compression | Fonts | Color | **Advanced**

Options
- ☐ Use Prologue.ps and Epilogue.ps
- ☑ Allow PostScript file to Override Job Options
- ☑ Preserve Level 2 copypage Semantics
- ☐ Save Portable Job Ticket inside PDF file

Document Structuring Conventions (DSC)
- ☑ Process DSC Comments
  - ☐ Log DSC Warnings
  - ☑ Resize Page and Center Artwork for EPS Files
  - ☐ Preserve EPS Information from DSC
  - ☐ Preserve OPI Comments
  - ☐ Preserve Document Information from DSC

Default Page Size

Width: 612.0   Units: Points

Height: 792.0

[OK] [Save As...] [Cancel]

Finally, you can leave the Advanced tab settings at the default.

To convert your PostScript files, you can use one of three methods:

•drag the PostScript files to the Distiller window until you see a "plus" sign by your cursor. Distiller will create the PDF in the same directory as the PostScript file.

•In the Distiller window, choose File>Open and navigate to find the PostScript file you wish to convert. Distiller will give you the option to name the file and choose the location for the resulting PDF.

•Create a Watched Folder and attach the appropriate Distiller settings to it. (Settings>Watched Folders, then choose the Job Options you want the watched folder to use). Then you can just drag PostScript files to the "In" folder in the designated watched folder and walk away while Distiller cooks them all.

Hope this helps! If you have any questions, please send me an email; I generally check my email at least once a day, and I'll get back to you with an answer as soon as I can.

Happy Distilling!

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Handy Guide to Keyboard Shortcuts
In Adobe® Acrobat 4.0®

Save .... **CMD/CTRL-S**
Save As................................. **CMD/CTRL-SHIFT-S**
Cut .... **CMD/CTRL-X**
Copy .... **CMD/CTRL-C**
Paste .... **CMD/CTRL-V**
Find....................................... **CMD/CTRL-F**
Find Again............................. **CMD/CTRL-G**

First Page.............................. **CMD/CTRL-SHIFT-PAGE UP**
Previous Page .... **CMD/CTRL-PAGE UP**
Next Page .... **CMD/CTRL-PAGE DOWN**
Last Page .... **CMD/CTRL-SHIFT-PAGE DOWN**
Go To Page............................ **CMD/CTRL-N**, then type page **#**

Go Back 1 View .... **CMD/CTRL-←**
Go Forward 1 View............... **CMD/CTRL-→**
Go To Previous Doc .... **CMD/CTRL-SHIFT- ←**
Go Forward 1 Doc................. **CMD/CTRL-SHIFT-→**

Fit in Window........................ **CMD/CTRL-Ø**
Actual Size **CMD/CTRL-1**
Fit Width **CMD/CTRL-2**
Fit Visible.............................. **CMD/CTRL-3**

Tile Vertical........................... **CMD/CTRL-SHIFT-L**
Tile Horizontal .... **CMD/CTRL-SHIFT-K**

Show/Hide Menu Bar............ **F7**
Show/Hide Command Bar..... **F8**
Show/Hide Tool Bar.............. **F9**
Show/Hide Bookmarks.......... **F5**
Show/Hide Thumbnails......... **F6**

Tool Shortcuts

Hand .... **H** (or SPACEBAR)
Zoom .... **Z** (or CMD/CTRL-SPACEBAR)
  Reduce Zoom .... CMD/CTRL-ALT/OPT-SPACEBAR

Text-Select .... **V**
  (Column/Graphics/Table)

Crop...................................... **C**

Notes Annotation................... **S**
  (Text/Audio/Stamp/File)

Pencil Annotation .... **N**
  (Rectangle/Ellipse/Line)

Highlight Annotation............. **U**
  (Strike-through/Underline)

Movie .... **M**
Link .... **L**
Article................................... **A**
Forms.................................... **F**
Digital Signature................... **D**
TouchUp Text/Graphics .... **T**